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Subject: Fw: KUSC Music Discovery Day at the Natural History Museum
Date: April 10, 2017 at 11:11 PM
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All - Check out this summary of a recent partnership event between KUSC Classic Radio and Natural History Museum that we helped broker.

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Executive Director
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From: Brenda Barnes <bbarnes@kusc.org>
Sent: Monday, April 10, 2017 2:06 PM
To: Thomas Sayles; Brenda Maceo; Martha Escutia; Earl Paysinger; Theda Douglas; Kim R. Thomas-Barrios; Christine C Murakami; Linda M. Zukowski; Janice C Hsia
Subject: KUSC Music Discovery Day at the Natural History Museum

Thank you all for your help with the KUSC Music Discovery Day at the Natural History Museum. The Museum reports that they had more than 4500 people attend our event yesterday. On the same Sunday last year the Festival of Books was occurring. Our event yesterday attracted 700 more people than that same Sunday a year ago during the Festival of Books. The parking lots were full and there was a long line to get in for several hours. The live broadcast was a huge hit. Many kids came to meet their favorite KUSC announcers! We were thrilled with the turnout for this first event (and we will be doing more of them in the future!).

It was definitely a team effort. Theda, Kim, and Carolina helped us understand the environment so that we could develop a winning idea and then helped us promote it. David Galaviz connected us with the Natural History Museum and encouraged them to work with us. University Communications sent a videographer and helped us create a news release. Christine helped us get special vendors approved for the event. Tom came to cheer us on! Furthermore, our arts organization colleagues were there in force to support the effort. We had booths, activities, and performances by the USC Thornton School of Music, the LA Phil, the LA Opera, LAMusArt (a music school in East LA), the LA Chamber Orchestra, Inner City Youth Orchestra, McCabe's Guitar Shop, and more.

I am grateful to work with such talented, helpful, supportive colleagues in University Relations. Thank you so much for your help!

Brenda

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